

drupa

The global stage for
printing solutions

robotics · ai automation

→ Tap into one of the world's largest growth markets
for robotics and automation

09-17 May 2028 · Düsseldorf



dive into
the unseen

the global stage for printing solutions



drupa is the world-leading platform for the print and packaging production industry. It is where technology providers meet international decision makers who are actively investing in new end-to-end, automation and digitalisation solutions. Robotics, AI and automation are among the strategic future topics of drupa 2028.

drupa key facts

150,000 m²

net exhibition space**

1,614

exhibitors from 49 countries*



165,551

visitors from 173 countries*

80%

international
visitors*

78%

with decision-
making authority*



57%

with specific
investment plans*

60%

top management*



join the extraordinary



With its four experience clusters – **grow, create, learn and play** – drupa 2028 creates new touchpoints between technology providers, industry, brands and creatives. The clusters increase exhibitors' visibility, promote targeted networking and create additional platforms for knowledge transfer, business development and thought leadership.

Be part of the production of tomorrow

thinking factory

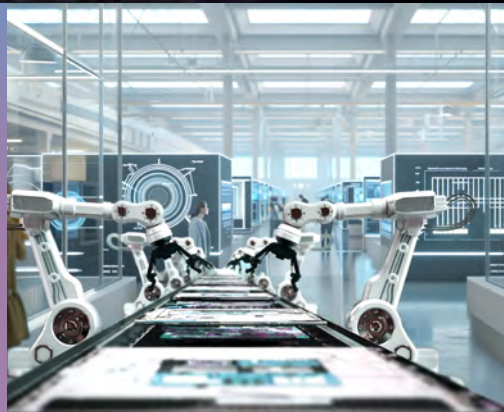
As part of the **grow** cluster, the “thinking factory” will bring the future of connected production to life. It creates space for innovative ideas, new forms of collaboration and the staging of forward-looking technologies – from robotics and AI to intelligent workflows and end-to-end solutions.

grow

create

learn

play



→ Be part of it!

→ robotics · ai · automation

a market with enormous potential for automation

The print and packaging production industry is facing profound changes worldwide. Rising production speeds, skilled-labour shortages and the desire for end-to-end connectivity are driving investment in robotics, AI and intelligent production systems.

Solutions are needed for

automated material handling

AI-powered quality control

end-of-line automation

autonomous intralogistics

zero-touch production

dark factory integration

intelligent production control

High-demand segments include

AMR

cobots

robots

specialised gripping systems

integrators & software

humanoid robots

USD 598 bn

global print market
by 2030



of which

54%

packaging market with complex
material flows and cycle times

where robotics and ai deliver real value

From the delivery of paper rolls weighing several tons to the finished shipping pallet, print and packaging production offers numerous applications for robotics, AI and automation. High process complexity and rising demands for speed and flexibility create concrete investment potential.

Automation along the entire value chain

Modern print and packaging production involves a highly complex logistics and processing workflow. Concrete areas of application arise along the entire value chain:



showcase your solutions where industries are looking for answers

Access to a global industry

→ drupa 2028 is the gateway to an industry worth around USD 600 billion that is under massive pressure to automate and transform and is investing worldwide in new production solutions.

C-level decision makers with investment authority

→ You will meet decision makers from an entire industry who come to the trade fair with specific, often multimillion-dollar CAPEX budgets to purchase complete production lines.

Positioning as a solution provider

→ Present robotics, AI and automation in a direct industrial application context and showcase concrete solutions for real production challenges.

OEM & technology partnerships

→ The industry is actively seeking partners for automated production and workflow solutions, opening access to valuable OEM collaborations.

First-mover advantage

→ The transformation toward the “thinking factory” with zero-touch production has begun. Companies that establish a presence now position themselves early as technology partners for the industry.

drupa creates visibility, leads and strategic partnerships.

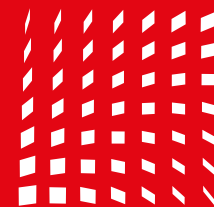
→ Be part of it!



the extraordinary
09-17 May 2028

All information on registration, stand rental
fees and participation options:

→ drupa.de/anmeldung



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become part of drupa 2028

The next wave of automation is taking shape now. Be present where an entire industry is looking for solutions. Please contact us for a customised offer and further information!



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